

## ABSTRACT

A method is described for the targeting of content presentation to individual users  
5 in a communications network including management and reporting, comprising  
the steps of receiving from content providers, potential content for presentation to  
users and presenting to a user content selected from said potential content  
based on information known about said user. Facilities are also provided to  
receive from users requests for content and other actions related to receipt of  
10 said content such as 'pause' requests, and to record and report the fact that said  
content has been presented to said user.